



United States
Department of
Agriculture

Forest Service

Cooperative Forest
Fire Prevention
Campaign



Smokey's 1984 Campaign Catalog

Consolidated Orders Due in
Washington, D.C. by August 19, 1983





United States
Department of
Agriculture

Forest
Service

Washington
Office

12th & Independence SW
P.O. Box 2417
Washington, DC 20013

Reply to: 3110 Fire Prevention

Date: MAY 24 1983

Subject: 1984 CFFP Campaign Catalog and Order Form

To: Regional Foresters; Station Directors; Area Director; State Foresters; Bureau Chiefs, Department of the Interior; and Executive Director, Canadian Forestry Association

CONSOLIDATED ORDERS DUE IN WASHINGTON, D.C., AUGUST 19

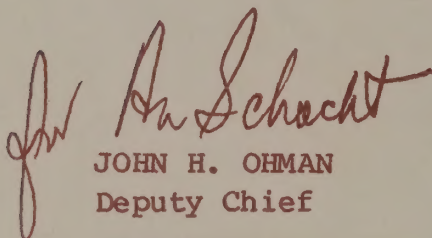
This copy of Smokey Bear's 1984 Campaign Catalog and Order Form is to be used in ordering 1984 Cooperative Forest Fire Prevention (CFFP) materials. These materials may be mailed directly to the National Forests, Regions, Area, or States as you indicate on the order.

States should forward their orders to the appropriate Region or the Area office where orders will be combined and sent to Washington. Consolidated orders for Region 9 will include all National Forests. States in Region 9 will be consolidated by the Northeastern Area. All other Regions will consolidate orders for National Forests and States.

The freight addresses and number of packs ordered should be typed or printed legibly on Form AD-156. It is important that total quantities be shown as numbers of standard packs. The item ordered, number of standard packs ordered, and the freight address are to be listed on a separate form for every item ordered. These forms are to be sent along with the consolidated order to Washington for our use in ordering materials.

If there is difficulty in obtaining items from vendors, you will be notified. Prices quoted are our best estimates of break-even costs and include prepaid delivery charges. Materials ordered will be obligated against FY 1984 funds and the Washington Office will request transfer of the full amount obligated early in FY 1984.

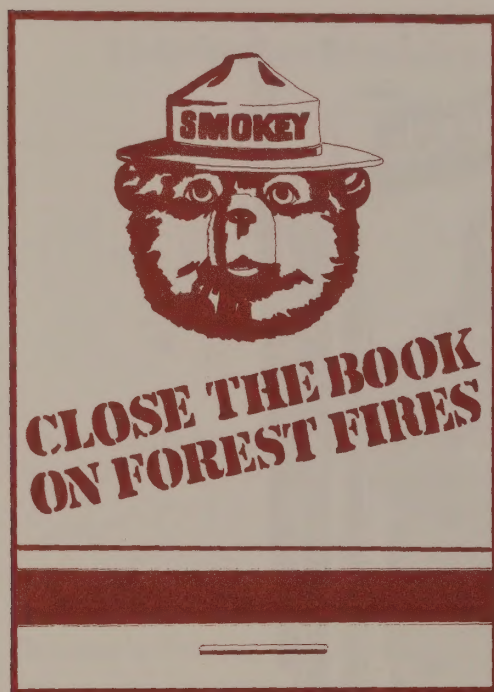
Please contact Gladys Daines or Marlette Lacey, (703) 235-8160, if you have questions relating to your 1984 order.


JOHN H. OHMAN
Deputy Chief

Enclosures

Limited Distribution





84-CFPP-1 Basic Poster, "Close the Book on Forest Fires." A new paper poster for indoor use. 13" x 18½". \$57/500.

84-CFFP-2 Basic Poster, "Close the Book on Forest Fires." A new cardboard poster for outdoor use. 13" x 18½". \$34/250.



84-CFFP-3 Birthday Poster, "Make Smokey's Birthday Wish Come True." A full-color poster focuses on Smokey Bear's 40th Birthday. Paper, 13" x 18½". \$57/500.

84-CFFP-4 Birthday Poster, the 40th Birthday poster on cardboard for outdoor use, 13" x 18½". \$34/ 250.

84-CFFP-5 Birthday Poster, the 40th Birthday poster for school use. Paper, 7" x 10". \$23/500.

84-CFFP-6 Birthday Sticker, the 40th Birthday poster on pressure-sensitive, adhesive-backed sticker, 4" x 6½". \$28/500.

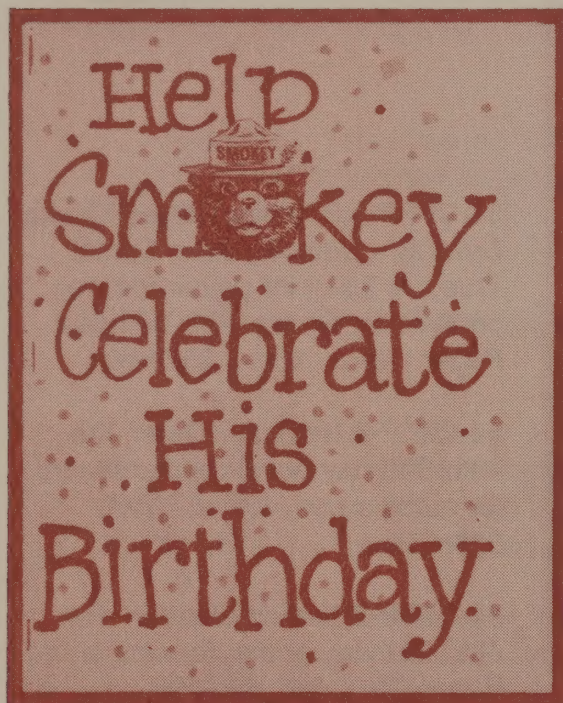


Special Note: Some illustrations printed in catalog are only sketches and are not final artwork. They are printed to show what will appear on a specific item.

84-CFFP-7 Bookmark, "Smokey's Friends Don't Play with Matches," paper, 2¾" x 8½". \$4/500.



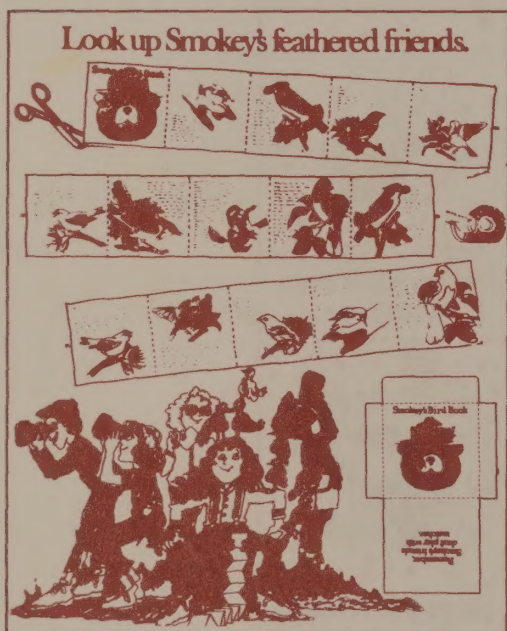
84-CFFP-8 Stamps, "Happy Birthday Smokey," a block of four gummed and perforated stickers. \$12/1000.



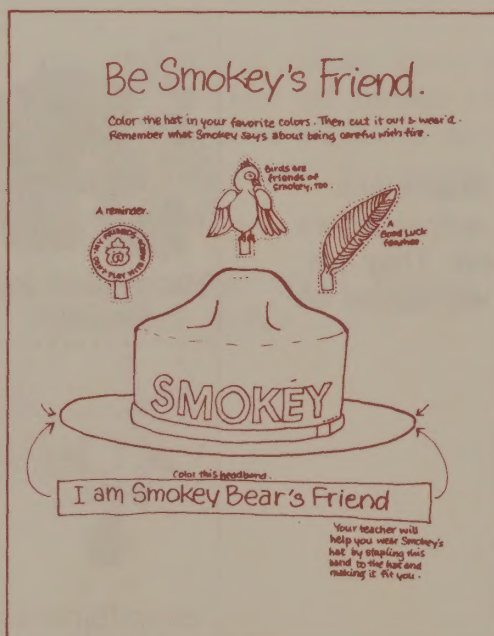
84-CFFP-9 Teaching Aid Booklet, "Help Smokey Celebrate His Birthday." A colorful 8 page 9" x 12" booklet full of ideas for a birthday party for Smokey Bear (cake, party hat, games, song, confetti, and how-to-make items.) \$45/100.



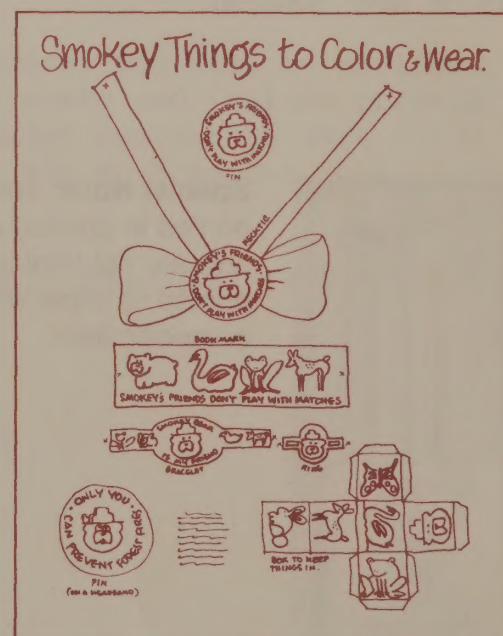
84-CFFP-10 Teaching Aid, "Smokey & His Friends." A full-color 16 page children's play including script and masks of Smokey and his friends (deer, rabbit, tree, etc.) that teaches fire prevention. \$95/100.



84-CFFP-11 Teaching Aid, "Smokey's Feathered Friends." A 19" x 24" handout for teaching children how to identify Smokey's feathered friends. \$31/100.



84-CFFP-12 Teaching Aid, "Be Smokey's Friend." A 13" x 18½" page for children to color, cut, and paste. \$14/100.



84-CFFP-13 Teaching Aid, "Smokey Things to Color and Wear." A 13" x 18½" page for children to color, cut, and paste. \$14/100.

Help Smokey's friends get home.



And help keep their homes safe from fire.



84-CFFP-14 Teaching Aid, "Help Smokey's Friends Get Home." A 19" x 24" full-color handout to help children identify Smokey's friends' homes and to teach children about fire prevention. \$31/100.

Harry's trash fire got away.
Don't let yours.



84-CFFP-15 Debris Poster. A new paper poster for indoor use that focuses on preventing debris fires, 13" x 18½". \$41/200.

84-CFFP-16 Debris Poster. A new cardboard poster for outdoor use that focuses on preventing debris fires, 13" x 18½". \$41/200.



84-CFFP-17 Special Poster—Leaves. Full color, 20" x 30". \$29/200.



84-CFFP-18 Special Poster—Birds. Full color, 20" x 30". \$29/200.



84-CFFP-19 Special Poster—Wood Products. Full color, 20" x 30". \$29/200.



84-CFFP-20 Special Poster—Flowers. Full color, 20" × 30". \$29/200.



84-CFFP-21 Special Poster—Butterflies. Full color, 20" × 30". \$29/200.



84-CFFP-22 Special Poster—Animals. Full color, 20" × 30". \$29/200.



84-CFFP-23 Special Poster—State Trees. Full color, 20" × 30". \$29/200.



84-CFFP-24 Special Poster—Fish. Full color, 20" × 30". \$29/200.



84-CFFP-25 Special Poster—Insects. Full color, 20" × 30". \$29/200.



Suppose you
went camping

Always get
before starting

FIRE PER
Permit

your
- DEAD OUT!

Be sure campfires
are sheltered from the wind.

Please don't smoke
on dry or windy days.

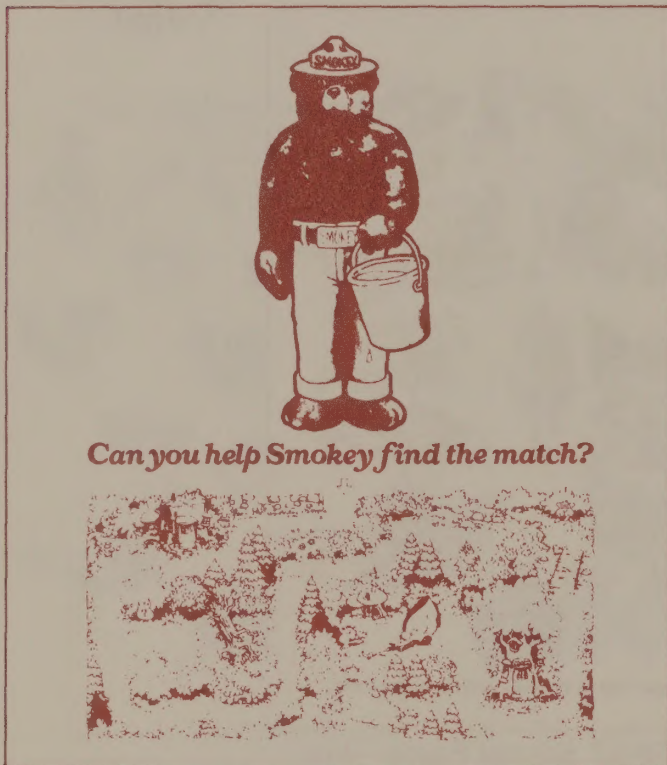
Dig a trench
around your campfire.

If you smoke,
be sure your cigarette
is out - DEAD OUT!

Never leave a
campfire unattended.

A lighted match
is a deadly weapon
in the forest.

7



84-CFFP-30 Activity Book, "Can You Help Smokey Find the Match?" A 4-page book designed for easy reproduction and use in fire preven-

tion education. Activities include crossword puzzle, maze, dot-to-dot, and color page. \$10/100.



84-CFFP-32 Junior Forest Ranger Handbook. A workbook that can be used in classrooms, scouting activities, and other programs relating to conservation. Contains a series of exercises relating to forest fire prevention, 5 1/4" x 8 1/2". \$20/100.



84-CFFP-31 Teacher's Kit. A folder that includes a teaching unit, playlet, and song book to bring Smokey's message to the classroom. \$60/100.

84-CFFP-33 True Story Comic Book (English), "The True Story of Smokey Bear" continues to be a popular item for handouts and use in the classroom. \$52/500.

84-CFFP-34 True Story Comic Book (Spanish). "The True Story of Smokey Bear" in Spanish. \$52/500.






SMOKEY THE BEAR

By STEVE NELSON and JACK BOLLINGS

1 With a Ranger's hat and shovel and a pair of dungarees you will
 2 You can take a tip from Smokey that there's nothing like a tree 'cause they're
 3 You can camp upon his shoulder and he'll make you feel at home you can
 4 If you've ever seen the forest when a fire is running wild, and you

find him in the forest always sniffin' at the breeze People
 good for kids to climb on and they're beauti-ful to see, you just
 run and hunt and ramble any-where you care to roam. He will
 love the things without like a moth-er loves her child then you

stop and pay at ten lion when he tells you to be more 'cause
 have to look a round you and you'll find it's not a joke, so
 let you take his hon-ry and pre-tend he's not so smart, but
 know why Smokey tells you when he sees you pass-ing through the

ev-ry body knows that he's the fire pre-ventin' Bear
 see what you'd be missin' if they all went up in smoke
 don't you harm his trees for he's a Gang-er in his heart
 member please be care-ful it's the least that you can do

Smokey the Bear, Smokey the Bear Plowin' and a gowlin' and a
 sniffin' the air He can find a fire before it starts to flame then
 why they call him Smokey that was how he got his name

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84-CFFP-35 Smokey Bear Song Sheet. The melody and verses are on front side of sheet and a conservation pledge on the back side. \$20/1000.



84-CFFP-36 Coloring Sheet, "Smokey's Friends Don't Play With Matches." An 8½" × 11" color sheet with a forest fire prevention message on the back side. \$8/500.



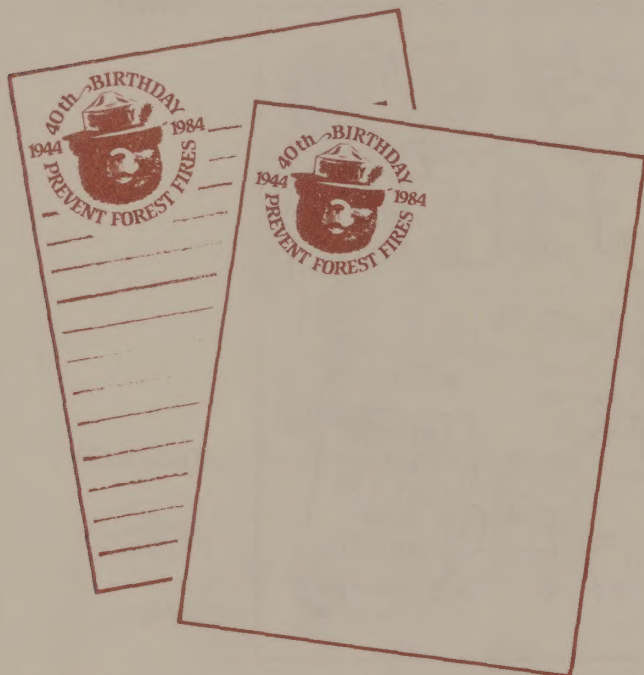
84-CFFP-37 Placemat—40th Birthday. A paper placemat for use at community dinners, church socials, etc. \$28/500.



84-CFFP-38 Make Campfires Safe. A folder of helpful tips with illustrations. \$3/100.

84-CFFP-39 Safe Debris Burning. A folder of helpful tips with illustrations. \$3/100.

84-CFFP-40 Fire Safety Outdoors. A folder of helpful tips with illustrations. \$3/100.



84-CFFP-41 Note pads—40th Birthday, (lined) 5" × 8" with 50 sheets/pad. \$8/25.

84-CFFP-42 Note pads—40th Birthday, (unlined) 5" × 8" with 50 sheets/pad. \$8/25.



84-CFFP-43 Name tag. A pressure-sensitive adhesive-backed tag, 3½" × 2¾". \$2/100.



USE YOUR ASHTRAY!

84-CFFP-45 Bumper Strip—Use Your Ashtray! A fluorescent 2-color Smokey Bear's head on a reflectorized bumper strip. \$26/100.

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84-CFFP-46 Bumper Strip—I Love Smokey Bear. A colorful Smokey Bear's head with a red heart for "love" on a bumper strip. \$26/100.



PREVENT WILDFIRES!

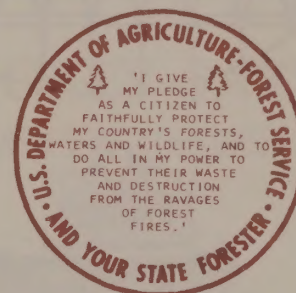
84-CFFP-47 Bumper Strip—Prevent Wildfires! A fluorescent 2-color Smokey Bear's head with a red heart for "love" a bumper strip. \$26/100.



84-CFFP-44 Wallet Card. A hand-out item for field and public contacts. \$7/500.



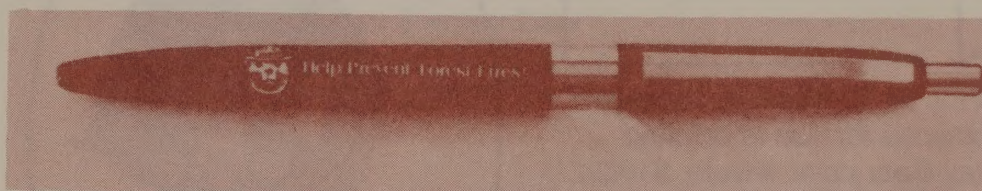
84-CFFP-48 Buttons—40th Birthday. A special 40th Birthday button for use as handout. \$51/500.



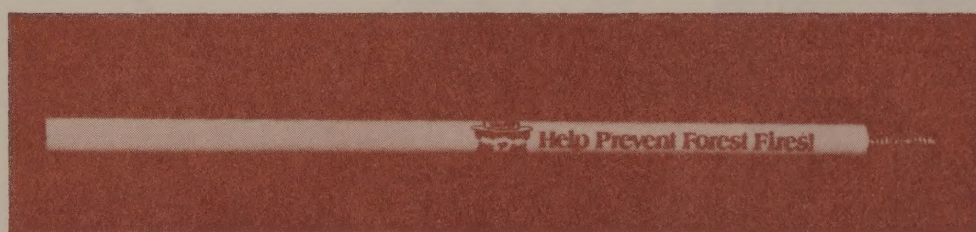
84-CFFP-49 Tokens—40th Birthday. An inexpensive aluminum memento, slightly larger than a half dollar. \$35/1000.



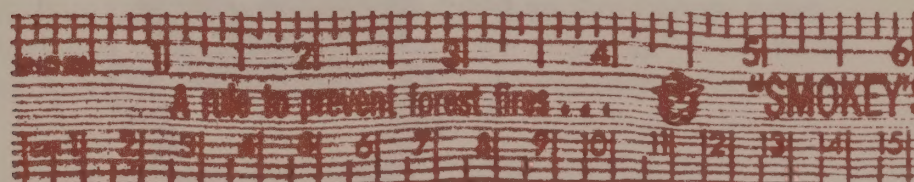
84-CFFP-50 Lapel Tab. A colorful foldover metal tab. \$22/1000.



84-CFFP-51 Pen. A retractable pen with ink filler and imprinted fire prevention message. \$10/100.



84-CFFP-52 Pencil. A round wood pencil with eraser and imprinted fire prevention message. \$18/250.



84-CFFP-53 Ruler. A 12" wooden ruler for use as a low cost handout item. \$73/1000.



84-CFFP-54 Crayons. A package of 8 crayons for use in coloring Smokey Bear color sheets. \$10/24.



84-CFFP-56 Balloons. Colorful balloons featuring Smokey Bear and a prevent forest fires message. \$18/500.



84-CFFP-55 Key Fob. An embroidered head of Smokey Bear on one side and "Prevent Forest Fires" on the other side. \$36/50.



84-CFFP-57 Patch—"Prevent Forest Fires." A colorful new embroidered Smokey Bear patch, 2 $\frac{3}{4}$ " $\times$ 4". \$25/25.

84-CFFP-58 Decal—"Prevent Forest Fires." A colorful new vinyl decal with same illustration as 84-CFFP-57. \$17/100.



84-CFFP-59 Patch—"Smokey Bear." A colorful new fabric patch, 2 $\frac{1}{2}$ " $\times$ 3". \$15/25.

84-CFFP-60 Decal—"Smokey Bear." A colorful new vinyl decal with same illustration as 84-CFFP-59. \$17/100.



84-CFFP-61 Litterbag. A plastic 9" × 12" litterbag with Smokey and a message printed on it. \$32/1000.



84-CFFP-63 Fire Danger Desk Model Sign. A new Smokey Bear full-standing desk sign, 12½" × 21½", with a dial to point to the fire danger rating. \$15/5.



84-CFFP-62 Ring. A plastic brown Smokey Bear face on a non-adjustable ring. \$35/500.

FIRE DANGER ADJECTIVES

(construction plans of fire danger sign furnished with each order of fire danger adjectives)



84-CFFP-64 Fire Danger Sign, shovel in left hand. A standard 5'8" tall Smokey Bear fire danger sign. \$18 each.

84-CFFP-65 Fire Danger Sign, shovel in right hand. Same sign as 84-CFFP-64. (For a 2-way sign, order both 64 & 65.) \$18 each.

84-CFFP-66 Fire Danger Adjectives. Set of five 32" × 13" reflective, adhesive-backed fire danger signs for use with 64 & 65. (For a 2-way sign, order 2 sets.) \$59 each.



84-CFFP-67 Reflective Outdoor Sign, "Remember, Only You Can Prevent Forest Fires." A 5' x 7'6" reflectorized 8-color poster on aluminum. \$250 each.



Smokey Says:

**PREVENT
FOREST FIRES!**

84-CFFP-68 Reflective Outdoor Sign, "Prevent Forest Fires." A 44" x 16" reflective 2-color poster on aluminum. \$34 each.

84-CFFP-69 Reflective Outdoor Sign, "Prevent Range Fires." A 44" x 16" reflective 2-color poster on aluminum. \$34 each.



SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252



Dear Friend:

For almost forty years, friends like you have helped me prevent forest fires. And I know you will continue to help me. Plans have been approved for celebrating my 40th Birthday in 1984. Many national, regional, and local events are being scheduled, including the issuance by the Post Office of a commemorative stamp with a painting of me in color. This will be an exciting year for all of us!

This 1984 Campaign Catalog describes the items prepared for my 1984 Campaign. Many of the materials are new and special for my 40th Birthday. Other items have been available for years. As you look through the Catalog, consider the many opportunities you have to support forest fire prevention and my 40th Birthday Celebration. Then order those items that will best meet your needs.

You are important to my Campaign. I look forward to continuing to work with you to prevent forest fires for many more years. We have done well together in the past, but I know 1984 will be even better. REMEMBER . . . ONLY YOU CAN PREVENT FOREST FIRES!

Your friend,



S M O K E Y

ORDER FORM
1984 COOPERATIVE FOREST FIRE PREVENTION CAMPAIGN

ORDERS DUE BY AUGUST 19, 1984

FROM: _____
(Name, Title, Agency, or Organization)

SHIP ORDER TO: _____

(Note: Use Freight Address Only; NO P.O. Boxes Please)

Item No.	Item Description	Number in standard pack	Price per standard pack	Number standard packs ordered	Total amount dollars
1	Basic Poster, paper 13" x 18 1/2"	500	\$57		
2	Basic Poster, cardboard 13" x 18 1/2"	250	34		
3	Birthday Poster, paper 13" x 18 1/2"	500	57		
4	Birthday Poster, cardboard 13" x 18 1/2"	250	34		
5	Birthday Poster, (school) paper 7" x 10"	500	23		
6	Birthday Sticker, 4" x 6 1/2"	500	28		
7	Bookmark, 2 3/4" x 8 1/2"	500	4		
8	Stamps, "Happy Birthday Smokey," block of 4	1,000	12		
9	Teaching Aid Booklet, "Help Smokey Celebrate His Birthday," 8 pages, 9" x 12"	100	45		
10	Teaching Aid, "Smokey & His Friends," play, 16 pages	100	95		
11	Teaching Aid, "Smokey's Feathered Friends," 19" x 24"	100	31		
12	Teaching Aid, "Be Smokey's Friend," coloring sheet, 13" x 18 1/2"	100	14		
13	Teaching Aid, "Smokey Things to Color and Wear," coloring sheet, 13" x 18 1/2"	100	14		
14	Teaching Aid, "Help Smokey's Friends Get Home," 24" x 19"	100	31		
15	Debris Poster, paper 13" x 18 1/2"	200	41		
16	Debris Poster, cardboard 13" x 18 1/2"	200	41		
17	Special Poster - Leaves, 20" x 30"	200	29		
18	Special Poster - Birds, 20" x 30"	200	29		

Item No.	Item Description	Number in standard pack	Price per standard pack	Number standard packs ordered	Total amount dollars
19	Special Poster - Wood Products, 20" x 30"	200	29		
20	Special Poster - Flowers, 20" x 30"	200	29		
21	Special Poster - Butterflies, 20" x 30"	200	29		
22	Special Poster - Animals, 20" x 30"	200	29		
23	Special Poster - State Trees, 20" x 30"	200	29		
24	Special Poster - Fish, 20" x 30"	200	29		
25	Special Poster - Insects, 20" x 30"	200	29		
26	Special Poster - Animal Footprints, 20" x 20"	200	29		
27	Special Poster - Lizards, 20" x 30"	200	29		
28	Press-out Book	72	49		
29	Fold-out Pamphlet, "Suppose You Went Camping"	100	5		
30	Activity Book, "Can You Help Smokey Find the Match?"	100	10		
31	Teacher's Kit	100	60		
32	Junior Forest Ranger Handbook, 5 1/4" x 8 1/2"	100	20		
33	True Story Comic Book (English)	500	52		
34	True Story Comic Book (Spanish)	500	52		
35	Smokey Bear Song Sheet	1,000	20		
36	Coloring Sheet, "Smokey's Friends Don't Play With Matches"	500	8		
37	Placemat 40th Birthday, paper	500	28		
38	Make Campfires Safe, folder	100	3		
39	Safe Debris Burning, folder	100	3		
40	Fire Safety Outdoors, folder	100	3		
41	Note Pad, 40th Birthday, (lined) 5" x 8"	25	8		
42	Note Pad, 40th Birthday, (unlined) 5" x 8"	25	8		
43	Name Tag, adhesive back, 3 1/2" x 2 3/8"	100	2		
44	Wallet Card	500	7		

Item No.	Item Description	Number in standard pack	Price per standard pack	Number standard packs ordered	Total amount dollars
45	Bumper Strip - Use Your Ashtray!	100	26		
46	Bumper Strip - I Love Smokey Bear	100	26		
47	Bumper Strip - Prevent Wildfires!	100	26		
48	Button - 40th Birthday	500	51		
49	Token - 40th Birthday	1,000	35		
50	Lapel Tab, foldover metal	1,000	22		
51	Pen	100	10		
52	Pencil	250	18		
53	Ruler, wooden 12"	1,000	73		
54	Crayons, 8-pack	24	10		
55	Key Fob	50	36		
56	Balloon	500	18		
57	Patch - "Prevent Forest Fires," embroidered	25	25		
58	Decal - "Prevent Forest Fires"	100	17		
59	Patch - "Smokey Bear," fabric	25	15		
60	Decal - "Smokey"	100	17		
61	Litterbag, plastic	1,000	32		
62	Ring, child's plastic Smokey	500	35		
63	Fire Danger Desk Model, 12 1/2" x 21 1/2"	5	15		
64	Fire Danger Sign, shovel in left hand	1	18		
65	Fire Danger Sign, shovel in right hand	1	18		
66	Fire Danger Adjectives (1 set) reflective	1 set	59		
67	Reflective Outdoor Sign, "Remember, Only You Can Prevent Forest Fires," 5' x 7' 6"	1	250		
68	Reflective Outdoor Sign, "Prevent Forest Fires," 44" x 16"	1	34		
69	Reflective Outdoor Sign, "Prevent Range Fires," 44" x 16"	1	34		

CHARGE APPROPRIATION _____

TOTAL VALUE OF ORDER _____

